

Statewide Lodging Performance First Quarter 2021 (January, February, March)					
Market Year	Occupancy	ADR	RevPAR	Demand	Supply
United States					
2020	51.5%	\$123.65	\$63.71	250,039,803	485,279,571
2021	46.5%	\$99.28	\$46.13	221,250,810	476,172,315
% change Q1	-9.8%	-19.7%	-27.6%	-11.5%	-1.9%
Mountain Region					
2020	54.1%	\$128.95	\$69.82	30,536,828	56,395,946
2021	48.9%	\$105.92	\$51.80	27,562,711	56,358,423
% change Q1	-9.7%	-17.9%	-25.8%	-9.7%	-0.1%
State of Arizona					
2020	62.6%	\$142.94	\$89.46	6,784,028	10,839,347
2021	57.7%	\$118.17	\$68.13	6,207,454	10,767,017
% change Q1	-7.9%	-17.3%	-23.9%	-8.5%	-0.7%
Metro Phoenix					
2020	67.7%	\$163.25	\$110.48	4,182,705	6,180,538
2021	59.5%	\$126.49	\$75.22	3,628,843	6,102,610
% change Q1	-12.1%	-22.5%	-31.9%	-13.2%	-1.3%
Metro Tucson					
2020	65.2%	\$140.83	\$91.83	914,243	1,402,126
2021	52.5%	\$106.28	\$55.82	745,595	1,419,666
% change Q1	-19.5%	-24.5%	-39.2%	-18.4%	1.3%
Flagstaff AZ					
2020	51.8%	\$84.84	\$43.98	258,253	498,240
2021	65.4%	\$103.55	\$67.75	320,289	489,510
% change Q1	26.2%	22.1%	54.1%	24.0%	-1.8%
Non-metro AZ					
2020	51.4%	\$94.72	\$48.66	1,599,328	3,113,403
2021	56.6%	\$107.77	\$60.98	1,758,809	3,108,211
% change Q1	10.2%	13.8%	25.3%	10.0%	-0.2%

Source: STR, Inc.-The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and STR. REPUBLICATION OR OTHER RE-USE OF THIS DATA WITHOUT THE EXPRESS WRITTEN PERMISSION OF STR IS STRICTLY PROHIBITED.

Note: % change represents the current Quarter over the same Quarter in the previous year.